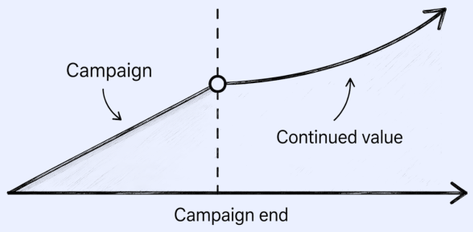
What Is the Long-Term Advertising Multiplier?

Marketing Mix Modeling measures the revenue generated during a campaign.

The Long-Term Advertising Multiplier measures the value advertising continues to create after the campaign ends.



Why Standard MMM Understates Advertising Value

Standard MMM

Measures short-term ROAS

Campaign ends

Measurement stops

Long-Term Advertising Multiplier

Measures short-term ROAS

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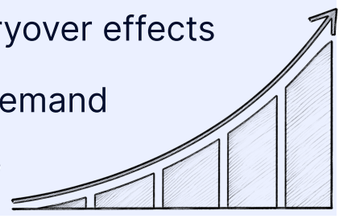
Long-term brand impact

- Adstock carryover effects
- Long-term demand
- Brand equity



= Total Advertising Value

30+ Years of Research, 1,000+ Brands

Dr. Koen Pauwels' meta-analysis found brand advertising delivers 2–2.5× more value than standard MMM captures.

What Determines Your Long-Term Advertising Multiplier?

1. Purchase Involvement (30%)
How much time customers spend making a purchase decision

2. Brand Equity & Differentiation (22%)
How strongly your brand stands out from competitors

3. Market Share & Scale (14%)
The advantage created by existing awareness and distribution

4. Market Maturity (14%)
Whether advertising builds lasting demand or temporary demand

5. Share of Voice vs. Share of Market (12%)
Whether your brand is building or drawing down equity

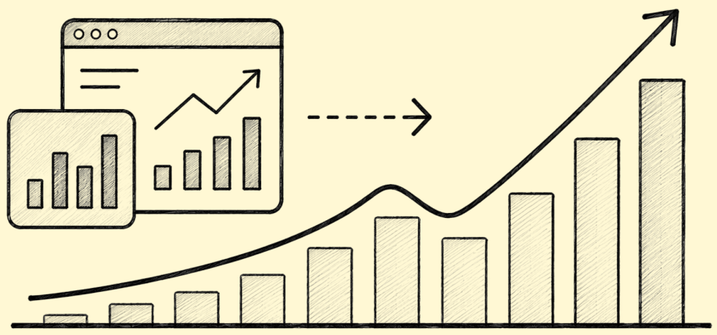
6. Customer Loyalty (8%)
Whether new customers continue buying after acquisition

Why It Matters

Without measuring long-term effects:

- ✕ Brand advertising appears less effective
- ✕ Performance channels receive too much credit
- ✕ Budget decisions rely on incomplete evidence

Measure the Full Value of Your Advertising

The Long-Term Advertising Multiplier complements MMM by improving marketing measurement beyond the campaign window.

Learn How the Long-Term Advertising Multiplier Works